"...and a Merry Christmas to all"

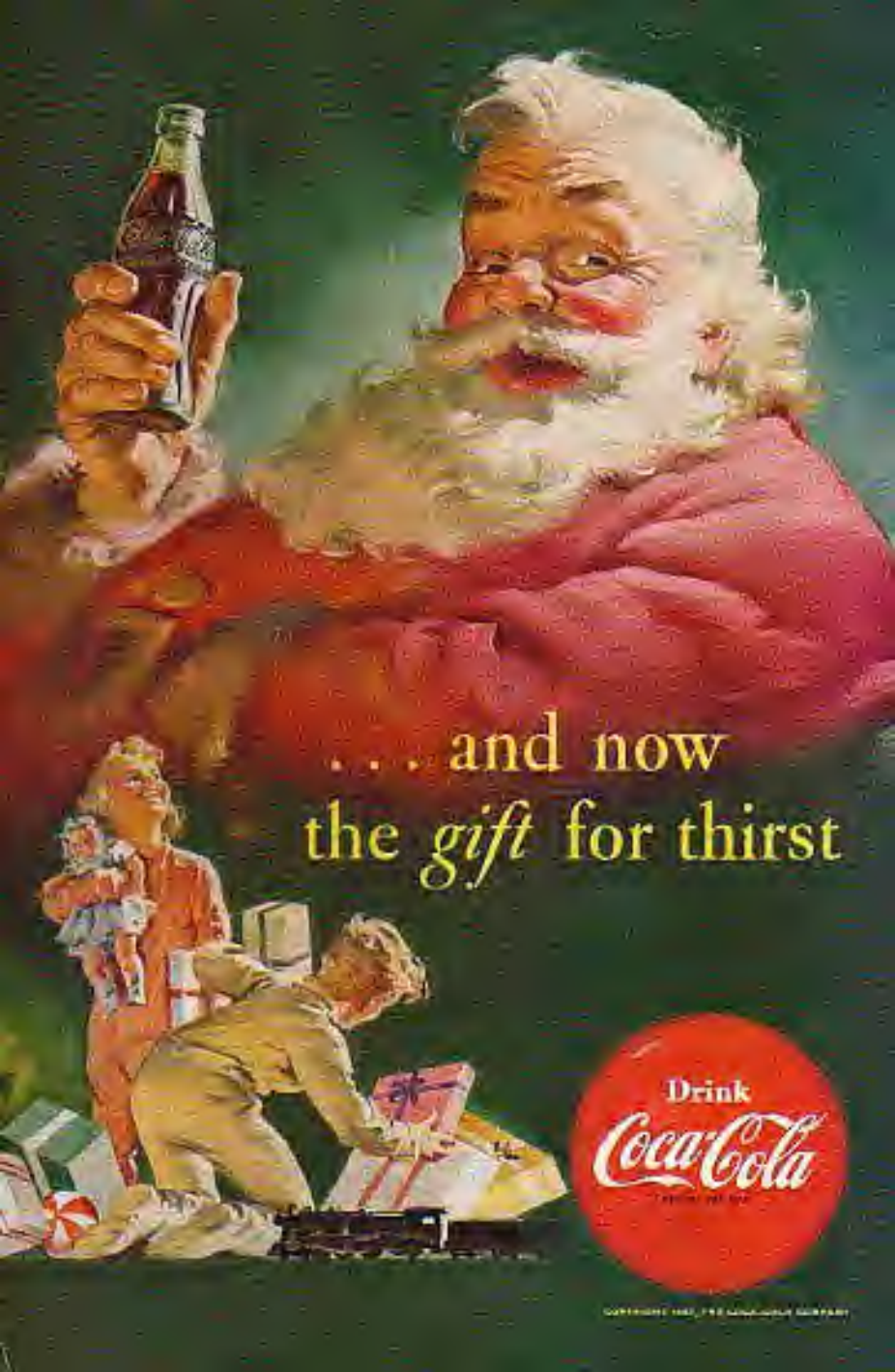
Thirst asks nothing more

Drink
Coca-Cola
Delicious and Refreshing
5c

Make your place at the sun a cool one. Just sip a frosty bottle of Coca-Cola at your spot. Coca-Cola, ice-cold, is cooling — so cooling. You chill to its taste and the happy after-taste of refreshment that follows.

THE PAUSE THAT REFRESHES

Coca-Cola
Coca-Cola
Where you play
The pause that refreshes
with ice-cold Coca-Cola


. . . and now
the *gift* for thirst
Drink
Coca-Cola

Drive safely... drive *refreshed*

Here's a good Rule of the Road

When you begin to feel tense
and the steering wheel fights back,
stop at the friendly Coca-Cola cooler.
Pause, stretch, relax and have a Coke.
In a minute or two you're ready
to drive on safely
... because you drive *refreshed*.

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There's this about Coke...

See EDDIE FISHER on "Coke Time"
NBC Television nine each week

It brings you back refreshed

Take those busy, active days at work or play. It's surprising what Coke will do. How completely it refreshes, how quick to lift sagging spirits, how sure to please the most exacting taste. Yes, you'll find Coke the *perfect* refreshment . . . any time.

Drink Coca-Cola

COPYRIGHT 1954 THE COCA-COLA COMPANY

Here is the distinctive quality of Coca-Cola.
Here is the unique tang of its taste.
Here is that fresh sparkle—unmistakably Coke.

Drink Coca-Cola

the friendliest drink on earth

"Coke" is a registered trademark. Copr. 1956 The Coca-Cola Company.

Coca-Cola puts you at your sparkling best

With Coca-Cola on hand, ice-cold, you're always ready to serve your guests the refreshment almost everyone prefers. With its real great taste and delightful little lift, Coke puts your friends and you at your sparkling best. Nothing else says "Make yourself at home" quite like serving Coca-Cola.

Coca-Cola

"BRING HOME THE COKE."

Artist Robert Fawcett captures a moment of companionship in Mexico's internationally famous Acapulco.

In exotic Acapulco...

Here, too, you find The Pause That Refreshes, with ice-cold Coca-Cola. Because good taste itself is universal, enjoyment of Coca-Cola has become a welcomed social custom in over 100 countries. Have a Coke... the best-loved sparkling drink in all the world.

Coca-Cola

SIGN OF GOOD TASTE

Coca-Cola . . . Favorite of the World . . . Even a Maharajah's Palace in Jaipur, India, cannot shelter interpretation from the brush of young Jack Potter.

All over the world . . . Sign of Good Taste . . . In cosmopolitan circles, the uniquely pleasant taste of Coca-Cola wins *fresh* appreciation and new friends. Through more than 100 countries today . . . more than 58 million times each day . . . someone enjoys the special flavor, the welcome little lift, of Coke. This remarkable endorsement has won for Coca-Cola a gracious badge of good taste that's all its own . . . recognized everywhere. There's just no substitute for Coke, best-loved sparkling drink in all the world.

Coca-Cola

SIGN OF GOOD TASTE

The talent of Jack Potter's brush visits a pleasant home overlooking famous Diamond Head.

When you come to Hawaii...

here, too, you'll find the enjoyment of Coca-Cola as a welcomed social custom...just as it is in over 100 different countries. Wherever you are, have a Coke...enjoy the distinctive good taste that has made Coca-Cola the best-liked sparkling drink in all the world.

Coca-Cola

SIGN OF GOOD TASTE

SIGN OF GOOD TASTE...EVERYWHERE

SWITZERLAND, TOO, KNOWS...THE GOOD TASTE THE WHOLE WORLD ENJOYS

All through the world, the unique goodness of Coca-Cola has won recognition that belongs to Coke alone. In more than 100 countries, over 50 million times each day, people everywhere enjoy the good taste and refreshing lift of this universal refreshment. Yes, Coke had to be outstandingly good to stand out as it does. *Have a Coke* . . . so good in taste, in such good taste.

Coca-Cola

SIGN OF GOOD TASTE... EVERYWHERE

Shepherd of Havana Province Coast . . . Coca-Cola refreshes the newest of fun

COLORFUL CUBA, TOO, ENJOYS . . . "THE FAVORITE OF THE WORLD"

Apparently there is something universally right about the special appeal of Coca-Cola to human tastes and thirsts. ● In more than 100 countries today, the taste of Coke is so well liked, the good taste of Coke so well recognized, that over 38 million times each day someone, somewhere, enjoys Coca-Cola. ● *Have a Coke* . . . so good in taste, in such good taste.

Be really refreshed! Pause for Coke! Only Coca-Cola gives you the cheerful lift that's bright and lively...the cold crisp taste that deeply satisfies! No wonder Coke refreshes you best!

FOR THE PAUSE THAT REFRESHES

Only Coke gives you that **REFRESHING NEW FEELING** ...that tingling zing... bracing as a cooling swim. Enjoy the cold, crisp taste of sparkling Coke... the lively life it gives. Sip and *zip!* Coca-Cola refreshes you best!

Coca-Cola

Registered trade mark

Crowd cheers! Coke nears!
Game goes better refreshed.
Coca-Cola, never too sweet,
gives that special zing... refreshes best.

things go better with Coke

DEAR
SANTA
PLEASE
PAUSE
HERE
Things go
better
with
Coke

You'll go better refreshed. Coca-Cola, cold and crisp...gives that special zing...refreshes best.

things go
better with
Coke

This is when you want something more than a soft drink.
Nothing soft about the taste of Coca-Cola . . . lifts your spirits—boosts your energy.

things go
better
with
Coke

IS QUALITY YOU TRUST

CONTINUOUS QUALITY

Face *your* job refreshed

Drink
Coca-Cola
Delicious and
Refreshing
Entertain
your thirst

Pause to Refresh ... Have a Coca-Cola

BILL ANCHI

Shop *refreshed*... Have a Coca-Cola

Coca-Cola
"Coke"

5¢

When you are shopping, and want to get off your feet, there's a soda fountain near by. People think of it as a neighborhood club... where you relax and enjoy *the pause that refreshes* with ice-cold Coca-Cola.

Where there's Coke there's hospitality

Coca-Cola "Coke"

5¢

At home, *the pause that refreshes* with ice-cold Coca-Cola puts folks at ease ... makes them happy to be where they are.

After the prom . . . it's Coke Time

The party's over, but not the fun. Now it's Coke Time . . . time to savor the flavor of the world's most popular soft drink, sparkling Coca-Cola, friend of delicious good things from nine-thirty clean. A matchless taste, a supreme quality. Have a Coke and be happy.

Drink
Coca-Cola

There's this about Coke ...

"You trust its quality"

There's this about Coke...

"It sure is preferred"

Yes, preferred is the word because Coke is the most refreshing soft drink in the world. That's because of its matchless flavor, sold everywhere, enjoyed anywhere. And because it quenches your thirst, Coke is a life-long favorite. Naturally, it's preferred.

There's this about Coke ...

See EDDIE FISHER on "Coke Time" NBC Television twice each week.

It brings you back refreshed

Take those long, active days at work or play. It's surprising what Coke will do. How completely it refreshes, how quick to lift sagging spirits, how sure to please the most exacting taste. Yes, you'll find Coke the *perfect* refreshment . . . any time.

Drink Coca-Cola

People on the go
... go for Coke

In Thailand, it's โคคา-โคลา. Morocco: call for ﻛﻮﻛﺎ ﻛﻮﻻ. In 81 countries around the globe, busy people relish the pause for ice-cold Coca-Cola. It's the world's favorite way to refresh, for Coke gives a bit of quick energy ... and with as few calories as half an average, juicy grapefruit. No wonder Coke is the most asked-for soft drink in the world.

See EDDIE FISHER on "Coke Time" NBC Television every Tuesday night

No time like Coke Time

Rallying point for happy times . . . that's Coca-Cola.
Split delicious, mealtime flavor
each time you raise a frosty bottle to your lips.
Have original ice refreshment.
Say welcome to sparkling goodness.
Say perfection is yours with other food.

Serve Coca-Cola

You trust its quality

Coke Time...

happy family custom

You trust its quality

Coke Time . . . **and all is well**

You trust its quality

Coke Time... and friends

"Come in, it's Coke Time"—
[illegible] that welcome and say
you know [illegible]
There's no equal for ice-cold Coca-Cola...
at thirst-time flavor to delight your taste
in wholesome goodness to refresh so pleasantly
Matchless—that's Coke—naturally.

Say EDDIE FISHER *on "Coke Time"*
NBC Television once and once...

Your best, its quality

For people on the go...

Jan. EDDIE FISHER on "Coke Time" NBC Television Coke party every

it's refreshing to know

When you feel the need for a lift, quick energy,
it's simply wonderful how Coke brings you back...
so refreshed, so quickly! And Coke is low calories
as well as sweet, juicy sugar-foam.
Have a Coke and be refreshed!

Drink
Coca-Cola

There's this about Coke...

"You can't beat the real thing"

When you have a yen for refreshment, look for the familiar red sign that invites you to stop and enjoy the real thing—Coca-Cola. Nothing else tastes so right and restores you so pleasantly as ice-cold Coke. Wherever you go, pause... have a Coke ...and drive safely, refreshed.

Drink Coca-Cola

Drive Safely...
Drive Refreshed.

There's this about Coke ...

"It couldn't be better"

How many times you've said, "What I want is a Coke" meaning *just that!* Yes, Coca-Cola has a place nothing else can fill. Maybe it's the matchless flavor ever welcome, always delicious. Or the feel of complete refreshment after a pause with ice-cold Coke. Whatever it is, it's made Coke the most asked for soft drink in the world.

Drink Coca-Cola

There's this about Coke...

You know you're buying quality

You trust the quality of Coca-Cola . . . with reason aplenty. The "good things from nine many climes" that give Coke its matchless flavor are the world's finest. Always and everywhere it's pure as sunlight. You buy Coca-Cola with confidence . . . serve it with assurance to your family and friends.

Drink Coca-Cola

There's this about Coke ...

Young America loves it

Match the sporty air of youth by serving the zest refreshment ... Coca-Cola, sunparkled in flavor, pure as sunlight. For 66 years its sparkling goodness has won the hearts of young folks everywhere, bringing fresh delights in each frosty bottle.

Coke is young America's drink of sociability and friendship.

Serve Coca-Cola

There's this about Coke...

It makes a little minute a big rest

A moment's relaxation with Coke quickly brings you back refreshed. The sparkling goodness and matchless flavor in each frosty bottle are always welcome, always delicious. So when you pause for a well-deserved refreshment to rest... have a Coke.

See EDDIE FISHER on "Coke Time" NBC Television twice each week.

There's this about Coke . . . .

You know it's wholesome

You choose Coca-Cola with confidence, knowing it is wholesome . . . pure as sunlight . . . with quality you trust. Youthful eyes twinkle when you say, "Let's have a Coke" . . . for each new generation finds its flavorful goodness a treat without equal.

See EDDIE FISHER *on "Coke Time"*
NBC Television [illegible]

There's this about Coke ...

"It's my gift for thirst"

Drink Coca-Cola

for EDDIE FISHER on "Coke Time" NBC Television

Almost everyone appreciates the best

. . . and the extra-bright refreshment of Coke goes so well with good food.

TASTE the extra-delight tang of Coke, the zest of relish of fine food.

SERVE ice-cold Coca-Cola, with meals, to make them sparkle and bright.

DISCOVER the extra-delights for a living-to enhance an outdoor outing.

Enjoy it often for extra-delight refreshment — ice-cold Coca-Cola, so pure and wholesome.

The Pause That Refreshes . . . Fifty Million Times a Day

AMERICA'S PREFERRED TASTE

Preferred for its distinctive tang
—for that fresh sparkle
—for the unmatched goodness that tells you
"there's nothing like a Coke."
Almost everyone appreciates the best.

The Pause
That Refreshes
Fifty Mill
Times a Day

Almost everyone appreciates the best.

Drink Coca-Cola

America's preferred taste

. . . and for Holiday hospitality, there is nothing like a Coke. Your friends and your family will appreciate it if you have plenty on hand.

. . . And so will Santa!

Fifty million times a day
at home, at work or while at play

There's nothing like a Coke

Drink Coca-Cola

1. BRIGHT, RIGHT TASTE . . . tangy, bracing, ever-fresh.

2. FAST REFRESHMENT . . . a bit of quick energy for a wholesome little lift.

Fifty million times a day . . . at home, at work or on the way *"There's nothing like a Coke!"*

Almost everyone appreciates the best

. . . and the extra delight of refreshment of Coca-Cola lets you look so sparkly!

TASTE its extra delight, too—so inviting, so distinctive, the distinctive sparkle of Coca-Cola does all.

FEEL its extra delight, too, a fresh little lift that comes through so sociable.

KNOW its extra delight, quality—the unqualified goodness that tells you "there's nothing like a Coke."

For perfect refreshment, it's always—
Ice-cold Coca-Cola, so pure and wholesome.

The Pause That Refreshes . . . Fifty Million Times a Day

See Eddy Fisher on "Coke Time" - NBC Television every week

Almost everyone appreciates the best

. . . and the extra-bright refreshment of Coke awakens the spark in us all.

TASTE its extra-bright tang — so lively, so delicious, the liveliest sparkle of them all.

FEEL its extra-bright energy, a fresh little lift that comes through to stay.

ENJOY its extra-bright quality — the unmatched good taste that tells you "there's nothing like a Coke."

For perfect refreshment, it's always — ice-cold Coca-Cola, so pure and wholesome.

The Pause That Refreshes . . . Fifty Million Times a Day

See Eddie Fisher on "Coke Time" — NBC Television every week

Almost everyone appreciates the best...

– and that's the nice thing about serving ice-cold Coca-Cola to a friend. Almost everyone appreciates the distinctive tang of the taste . . . the ever-fresh sparkle . . . and the way Coke brings you back so refreshed, so quickly, with so few calories (a bit more than half as many as a delicious, juicy grapefruit). Serve it often—ice-cold Coke!

Fifty million times a day . . . at home, at work or on the way "*There's nothing like a Coke!*"

See Eddie Fisher on "Coke Time"—NBC Television every week.

Almost everyone appreciates the best

. . . and the sparkling delight refreshment of ice-cold Coke is the perfect answer to thirst.

TASTE its extra delightful way—as heavenly as the first time, the freshest sparkle of them all.

FEEL its extra-bright energy, a fresh little lift that comes through in seconds.

ENJOY its extra-bright *quality*—that unmatched goodness that tells you "there's nothing like a Coke."

For perfect refreshment, it's always—ice-cold Coca-Cola, so pure and wholesome.

The Pause That Refreshes . . . Fifty Million Times a Day

Trade-Mark Registered in the U.S. Patent Office

See "Coke Time"—NBC Television Network

Almost everyone appreciates the best...

A hot sun, a big thirst — and nothing will do but a Coke. Lively, sure-fresh, ice-cold Coke. Just nothing like its bright little lift — nothing like its bracing sparkle — to bring you back cool and quick. You know how's the perfect refreshment . . . ice-cold Coca-Cola!

Drink Coca-Cola

Fifty million times a day . . . at home, at work or on the way "*There's nothing like a Coke!*"

Almost everyone appreciates the best...

Sometime today you'll want an ice-cold Coca-Cola. You'll want the bracing sparkle and bright cola taste that only Coke has. . . . you'll want its fast refreshment, its wholesome lift of energy. Say it with Coke in your hand . . . for good.

Drink Coca-Cola

Fifty million times a day . . . at home, at work or on the way *"There's nothing like a Coke!"*

Almost everyone appreciates the best...

Coke brings a wonderful lift to the scene—fifty million times a day. *That often* folks look to Coke for fast refreshment—sparkling goodness that comes through bright and bracing as sunshine. You always enjoy the welcome lift of quick energy, its honest quality, its fresh, keen taste. Why not have one now? Coke—the perfect refreshment.

Serve
Coca-Cola

Fifty million times a day . . . at home, at work
or on the way "*There's nothing like a Coke!*"

Enjoyment of the world-famous pause is captured
for you as a Paris cafe by artist Jack Potter.

COME TO PARIS IN THE SPRING . . . and here, too, Coca-Cola waits for you . . . so good in taste, in such good taste, that the invitation *Have a Coke* has become a gracious custom in more than 100 countries of the world today.

Coca-Cola

SIGN OF GOOD TASTE

things go
better
with
Coke
Drink
Coca-Cola

Take an extra carton of Coke!

things go better with Coke

Coca-Cola

For extra fun–take more than one! Take an extra carton of Coke!

Summer's the time when you need something more than a sip or two—
so reach for ice cold Coca-Cola, and drink it! Nothing will quench that taste of Coke...
lifts your spirits—boosts your energy. Pick up a carton tomorrow—and for extra fun, take more than one!

things go
better with
Coke

This is when you want something more than a soft drink.
Nothing soft about the taste of Coca-Cola... lifts your spirits—boosts your energy.

things go
better
with
Coke

Coca-Cola

Liven up your holidays with delightful decorations you can make yourself. And take time out for the pause that refreshes with ice-cold Coca-Cola. Don't forget, for extra holiday fun... get extra cartons of Coke.

things go
better with
Coke

Simple deduction: It's time for Coca-Cola. Lifts your spirits, instantly. Tastes great, too... never-too-sweet.

things go
better
with
Coke

This is the time for real refreshment—ice cold Coca-Cola. Coke gives a lift to your spirits . . . a boost to your energy . . . a first mild, unmistakable taste. In short, Coca-Cola is more than an ordinary soft drink.

things go
better
with
Coke

Piping hot soup, ice-cold Coke—and any meal goes better. The bold taste of Coke lifts your spirits, boosts your energy.

things go better with Coke

You'll go better refreshed with ice-cold Coca-Cola. Give a lift to your spirits, a boost to your energy, a big, bold, unmistakable taste. In short, Coca-Cola is more than an ordinary soft drink.

things go
better
with
Coke

It's just as good in jelly jars.
Because Coca-Cola has the
taste you never get tired of.
Always refreshing. That's
why things go better with
Coke after Coke after Coke.

Ice-cold Coca-Cola
has the taste you
never get tired of.
It's always refreshing.
That's why things go
better with Coke
after Coke after Coke.
Coca Cola
TRADE-MARK
COKE
TRADE-MARK ®

What's so hot about lunch? Ice-cold Coca-Cola, of course. It has the taste you never get tired of. Always refreshing. That's why things go better with Coke after Coke after Coke.
DRINK
Coca-Cola

Ice-cold Coca-Cola has the taste you never get tired of. Always refreshing. That's why things go better with Coke after Coke after Coke.
DRINK
Coca-Cola

Too much of a good thing?
Definitely not. Because ice-cold Coca-Cola has the taste you never get tired of. Never. It's always refreshing.
That's why things go better with Coke after Coke after Coke.

things go
better
with
Coke
Coca-Cola

This is the time for real refreshment—ice-cold Coca-Cola. Coke gives a lift to your spirits . . . a pick-up to your energy . . . a big, bold unmistakable taste. In short, Coca-Cola is more than an ordinary soft drink.

things go
better
with
Coke

For extra fun...
take more than one!
Take an extra
carton of Coke.

This is when you want something more than a soft drink.
Nothing soft about the taste of Coca-Cola. It's your sparkle—boosts your energy.

things go
better
with
Coke

Refreshing service for people on the go

Active people find a short stop means a fresh start
when it's a pause for ice-cold Coca-Cola.
Has Coke given you a welcome lift of quick energy—
with no calories to fret about, as with sweet juicy grapefruit . . .
and that's real service for you! Have a Coke and be refreshed!

Almost everyone appreciates the best...

Fifty million times a day ice-cold Coca-Cola brings a bright little lift to people on the go . . . for the bit of quick energy Coke provides makes it the perfect refreshment. No wonder active people everywhere appreciate that lively, lasting taste . . . the happy sparkle of Coke . . . and the way it puts them back on the go refreshed. And you? — How about one for you right now?

Fifty million times a day . . . at home, at work or while at play "*There's nothing like a Coke!*"

Drink Coca-Cola

FREE FOR YOUR TREE IN CARTONS OF COKE.

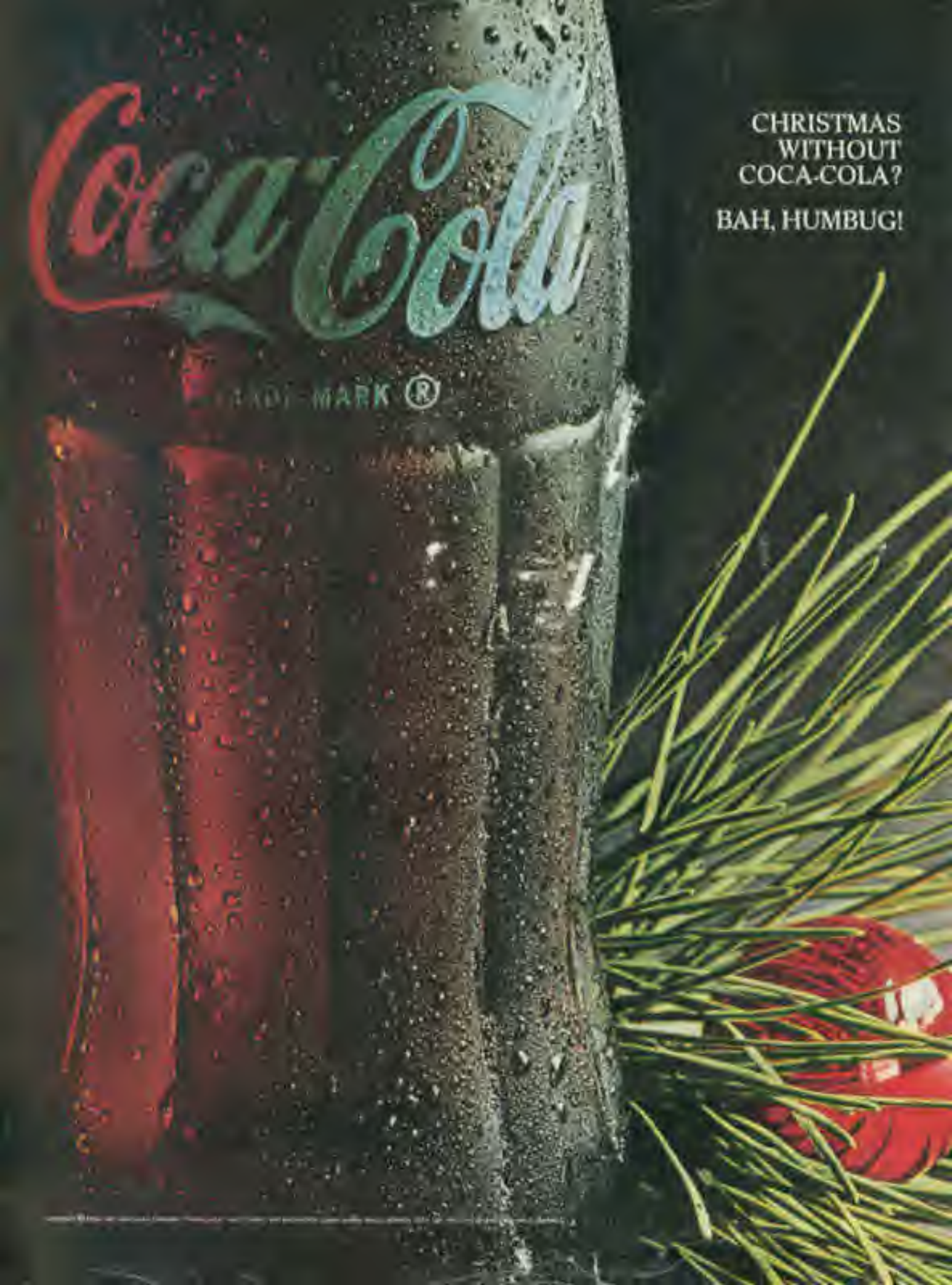
Holiday ornaments.
You make 'em yourself. Eight of them. Stars. Santa Claises. Wise Men. Even a partridge in a pear tree. They're in the booklets we've tucked into cartons of Coca-Cola for the holidays. They'll help brighten your holidays. So will the delicious taste of ice-cold Coca-Cola.

The fifth bottle will taste as good as the first. How come?
Simple. Because Coca-Cola has the refreshing taste you never get tired of. Which is why things go better with Coke after Coke after Coke.

The complete picnic kit? Not with just one bottle of Coca-Cola. Things (like picnics) go better with Coke after Coke after Coke. After all, Coke has the taste you never get tired of.

Cool it. Ice-cold Coca-Cola
has the taste you nev : get tired
of. Always refreshing. That's
why things go better with
Coke after Coke after Coke.
Coke
TRADE-MARK ®
Coca-Cola
TRADE-MARK ®

I want a hot dog with everything. That includes ice-cold Coca-Cola. Coke has the taste you never get tired of. Always refreshing. That's why things go better with Coke after Coke after Coke.


Coca-Cola
TRADE MARK ®
CHRISTMAS
WITHOUT
COCA-COLA?
BAH, HUMBUG!

Coke in a basket?
Why not? In a glass, a bottle,
or a cup for that matter.
Coca-Cola has the taste you
never get tired of. That's
why things go better with
Coke after Coke after Coke.
TRADE-MARK®
Coca-Cola
TRADE-MARK ®

The pause that refreshes! The never-too-sweet taste of Coca-Cola . . . with a special zing . . . refreshes best.

things go better with Coke

Coca-Cola

So there was this swingin' affair. And they drank a lot of Coca-Cola. Naturally. Because things go better with Coke after Coke after Coke. It has the taste you never get tired of.

This is when you need something more than a soft drink.
Nothing soft about the taste of Coca-Cola...lifts your spirits—boosts your energy.

things go
better
with
Coke

Coca-Cola

Zow. What a duo!
Always refreshing. Pow!
Coca-Cola has the taste
you never get tired of.
That's why things go
be/ter with Coke
after Coke after Coke.
DRINK
Coca-Cola

Coke
TRADE MARK
Coca-Cola
TRADE MARK ®
Ice cubes frozen from Coca-Cola? Only for purists. Plain ice for most of us. Served either way, Coke has the taste you never get tired of. Always refreshing. That's why things go better with Coke after Coke after Coke.

Enjoy a fireside picnic. Piping-hot cheeseburgers—cool, crisp salad—the warm glow of firelight—and plenty of ice-cold Coca-Cola. Coke gives a lift to your spirits . . . a boost to your energy . . . a big, bold unmistakable taste. In short, Coca-Cola is more than an ordinary soft drink.

things go better with Coke

Coca-Cola

Coca-Cola has the taste you never get tired of.
Always refreshing. That's why things go better with
Coke after Coke after Coke.

Almost everyone appreciates the best

. . . and the extra-bright refreshment of Coke is unlike anything under the sun.

TASTE its extra-bright tang — so bracing, so distinctive, the liveliest sparkle of them all.

FEEL its extra-bright freshness — the lift of quick energy that comes through in seconds.

ENJOY its extra-bright *quality* — the unmatched goodness that tells you "there's nothing like a Coke."

For perfect refreshment, it's always — ice-cold Coca-Cola, so pure and wholesome.

The Pause That Refreshes . . . Fifty Million Times a Day

"COKE" IS A REGISTERED TRADE-MARK

COPYRIGHT 1956, THE COCA-COLA COMPANY

50 million times a day
at home,
at work or
on the way

There's
nothing
like a

Coke

1. SO BRIGHT IN TASTE . . . nothing like it for sparkling, tangy goodness.
2. SO QUICKLY REFRESHING . . . nothing like it for a bracing bit of energy to bring you back refreshed.

That extra something made Coke the most asked-for soft drink - in the world

At a sidewalk cafe in Paris, a service station in Dallas, a club in Vera Cruz, you see people relishing the goodness of ice-cold Coca-Cola. That's natural, for the charm of Coke is universal. Coca-Cola has an extra something all its own... something hard to describe, but very real. Have a Coke and see.

We can't say for sure that a daily ration of Coca-Cola would have prevented the mutiny on the Bounty. But knowing, as we do, how the unique, refreshing taste of Coke lifts the spirits, we feel that an ice-cold bottle or two would certainly have put the men in a better frame of mind. What we don't understand, is why Captain Bligh's immortal parting words, reproduced below in their entirety, were for some obscure reason, left out of the history books.
"Things would have gone better with Coke."

When you need something more than a soft drink... Coca-Cola. Its unmistakable taste gives a lift to your spirits, a boost to your energy.

things go better with Coke

When you want something more than a soft drink.
Nothing soft about the taste of Coca-Cola...lifts your spirits—boosts your energy

things go
better with
Coke

Coca-Cola has the taste you never get tired of.
Always refreshing. That's why things go better with
Coke after Coke after Coke.

Coca-Cola has the taste you never get tired of.
Always refreshing. That's why things go better with
Coke after Coke after Coke.

DRINK
Coca-Cola
TRADE MARK ®
Make every pause
the pause that refreshes
with ice-cold Coca-Cola.
It has the taste you never
get tired of. That's why
things go better with Coke
after Coke after Coke.

"Thirst asks nothing more"

Coke Time
DRINK
Coca-Cola
IN BOTTLES

Drink
Coca-Cola
. . . talk about being *good* !

"Give and take," say I

One thing which makes Hildi Santa so popular is that he gives so much and asks so little. Thirst for ice-cold Coca-Cola. It gives you America's Favorite Moment. ... the pause that refreshes ... for only 5¢

You're surprised on "The Song Shop" at your radio. Listen! You'll be glad you did. Columbia network — 10 P. M. E.S.T. Fridays

...enjoy a glorious party ... at the ... COCA-COLA ... YOUR LOCAL ...

Thru 50 years... 1886 to 1936

The pause that refreshes

Fashions in clothes change. But human nature is always the same. Since the first soda-fountain served Coca-Cola as a pause refreshing in 1886, its fame has spread ... from city to city, country to country ... around the world ... wherever you see this sign, human nature has called for Coca-Cola. Coca-Cola is what refreshment ought to be ... pure ... wholesome ... delicious.

Easter's comin'... Have a Coca-Cola

...or friendly refreshment is part of the fun

Getting ready for the big parade is plenty exciting, especially when friends gather 'round to have fun and admire the finery. That's a time for sparkling Coca-Cola. *Have a Coke* just naturally means *it's fun to get together.* Whenever people meet, you're liable to find Coca-Cola and the friendly pause... *the pause that refreshes*... happy moments of hospitality.

* * *

Here is the distinctive quality of Coca-Cola.
Here is the unique tang of its taste.
Here is that fresh sparkle—unmistakably Coke.

the friendliest drink on earth

Drink Coca-Cola

Thirst asks nothing more

Drink
Coca-Cola
Delicious and Refreshing

5¢

THE PAUSE THAT REFRESHES

Campus custom calls for Coke

How naturally a pause for Coke
fits the customs of busy people.
Take the coed, for instance,
and her jam-packed schedule
of classes, sports and dates.
She has only moments to relax
. . . but that's time enough
for the quick refreshment of Coca-Cola.

You're wonderful... Have a Coca-Cola

...or the great day calls for the friendly pause

Graduation day is a big moment in any family's life. Everybody's happy, and "Let's celebrate" is the order of the day. So, out come frosty bottles of Coca-Cola and the friendly pause begins. *Have a Coke* is the word to all hands around —and there's no pleasanter way of saying *Mighty glad you're with us, folks. This is an occasion.*

\+ \+ \+

"Coca-Cola" and its abbreviation "Coke" are the registered trademarks which distinguish the product of The Coca-Cola Company

The pause that refreshes

There's one thing everybody will grow this mouth. They'll grow thirsty.

5¢

When it happens to you, that's a good time to relax and enjoy *the pause that refreshes* with a frosty bottle of ice-cold Coca-Cola. You'll like it.

Stretch and Refresh... Have a Coca-Cola

Hospitality can be so easy

There's this about Coke ...

"It couldn't be better"

Drink Coca-Cola

What a **REFRESHING NEW FEELING**

...what a special zing...you get from Coke. Rousing as a romp in the surf, the cool crisp taste and lively lift of ice-cold Coca-Cola. Remember, Coke refreshes you best!

HAPPY PAUSE FOR THE YOUTH OF ALL AGES . . . time for the cold crisp taste of Coke!

SIGN OF GOOD TASTE

Coca-Cola

Have a Coca-Cola = Howdy, Neighbor

. . . or greeting friends at home and abroad

One of the first places they head for, when they get back, is the neighborhood soda fountain and all its old associations . . . among them, Coca-Cola. Many places overseas, too, your American fighting man greets up with that old friend . . . ice-cold Coca-Cola. It's always like word from home to hear the friendly greeting *Have a "Coke"* in a strange land. Yes, around the globe, Coca-Cola stands for the pause that refreshes—has become a symbol of our way of living.

* * *

In war, sports, fun, and friendship, the high sign is "Coke". Coca-Cola has become the global symbol for refreshment.

It's natural for people across the sparkling beverage of friendship. Say "Coke" for Coca-Cola.

Pause to Refresh . . . Have a Coca-Cola

Coca-Cola
"Coke"

5¢

Almost everyone appreciates the best...

Drink Coca-Cola

Fifty million times a day . . . at home, at work or on the way *"There's nothing like a Coke!"*

Coca-Cola

SIGN OF GOOD TASTE... EVERYWHERE

AT THE BRUSSELS WORLD'S FAIR, TOO... HAVE A COKE!

Coca-Cola

THE PAUSE THAT REFRESHES

There's this about Coke ...

"It's my gift for thirst"

Leave it to old Santa—he knows the importance of choosing Christmas presents to fit the occasion. He knows something about refreshment, too. This merry world traveler could tell you that ice-cold Coca-Cola is the perfect gift for thirst in Mombasa, in Rome, in Rio . . . or where you live.

Drink Coca-Cola

See EDDIE FISHER on "Coke Time" NBC Television

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THE PAUSE THAT REFRESHES

Coca-Cola

Host of the highways

Refresh at the familiar red cooler on the road to anywhere

5¢

Busy people pause for Coke

You hear people say,
"Coca-Cola has been a favorite
in our family for four generations."
Such acceptance comes only
from quality you can trust.
Its flavor—unique and inimitable—
is blended of good things
from nine sunny climes. Have a *Coke*
and enjoy happy, *refreshing* moments.

You trust its quality

There's this about Coke...

See EDDIE FISHER on "Coke Time" NBC Television twice each week.

It brings you back refreshed

Take those busy, active days at work or play. It's surprising what Coke will do. How completely it refreshes, how quick to lift sagging spirits, how sure to please the most exacting taste. Yes, you'll find Coke the *perfect* refreshment... any time.

Drink Coca-Cola

"COKE" IS A REGISTERED TRADE-MARK.

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M-m-m! What a **REFRESHING NEW FEELING**

A scoop of ice cream or sherbet in a glass of ice-cold Coke ... topped off with fancy fixin's. Enjoy a "Float with Coke" anywhere ... anytime. Sip and see: Coke refreshes you best!

'Eia ke ola... Have a Coke

(HERE'S HEALTH)

...or winning a welcome in Wailuku

Here's health is the happy expression of Hawaiian hospitality. Just as friendly is the *Have a Coke* of the Army flyer. In these three words he says *We're pals.* On a Hawaiian beach, where fishermen toss their nets in the sea...just as in your own home...Coca-Cola brings friendly refreshment to all comers. In Wailuku or Wichita, Coca-Cola stands for *the pause that refreshes*—has become a symbol of a friendly way of living. Keep Coke on hand in your refrigerator—for your family and your guests.

* * *

Our fighting men toast up with Coca-Cola many places overseas, where it's bottled on the spot. Coca-Cola has been a globe trotter "since way back when".

Coca-Cola
the global
hand-sign

Coke = Coca-Cola
It's natural for popular names to acquire friendly abbreviations. That's why you hear Coca-Cola called Coke.

COPYRIGHT 1943, THE COCA-COLA COMPANY

Drive *refreshed*...Have a Coke

Coca-Cola
"Coke"

5¢

Ask for it either way . . . both trade-marks mean the same thing.

Good driving means courtesy, caution, skill . . . and refreshment. Coca-Cola for *the pause that refreshes* is ready ice-cold at friendly service stations all along the way.

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You taste its quality

Drink
Coca-Cola
Delicious and Refreshing

It's "Coca-Cola" known, too, as "Coke". Everybody likes to shorten words. Abbreviation is a natural law of language. You hear "Coke"—the friendly abbreviation for the trade-mark "Coca-Cola" ... on every hand.

Once you taste ice-cold "Coca-Cola", you recognize its goodness and its quality. It never fails to please . . . and to refresh. Ice-cold "Coca-Cola" brings you something original in the way of a "delicious and refreshing" drink. You'll like "Coca-Cola" . . . it's *the real thing*.

5¢

COPYRIGHT 1942, THE COCA-COLA COMPANY

Pause...
Go refreshed
Coca-Cola
Pause...
Go refreshed
There's a refreshing lift's minutes on the sunny side of things that awaits you... at the soda fountain, especially where you can enjoy there the delicious taste and ah-is-welcome refreshment of ice-cold "Coca-Cola". There's all the quality of genuine good-ness in ice-cold "Coca-Cola"... the taste and quality of the real thing.
Coca-Cola
"Quality carries on"
5¢
COPYRIGHT 1944, THE COCA-COLA COMPANY

Quality
carries on
Coca-Cola
Drink
Coca-Cola
Delicious and
Refreshing
5¢

...enjoy food
Good things to eat
find happy companionship
in ice-cold Coca-Cola.
Here's refreshment,
flavorful and sparkling,
that steps up the enjoyment
of easy things you like to serve.
Next time you shop,
remember to take enough home.
Coca-Cola

Coca-Cola

Every mood of the world-famous game is captured
for you at a Paris café by artist Jack Potter.

WHEN YOU COME TO PARIS . . . how, too, Coca-Cola waits for you . . . so good in taste, in such good taste, that the invitation *Have a Coke* has become a gracious custom in more than 100 countries of the world today.

Coca-Cola

SIGN OF GOOD TASTE

. . . and now
the *gift* for thirst
Drink
Coca-Cola

The pause that refreshes
Drink
Coca-Cola

Dear SANTA
Things
Things
Things

"That jingle that refreshes"

SIGN OF GOOD TASTE

Hospitality in your refrigerator

Drink
Coca-Cola
. . . talk about being good !

Almost everyone appreciates the best

America's preferred taste

Coca-Cola

Have a "Coke" = How are things goin'?

. . . *or being friendly in Newfoundland*

Th[illegible] Atlantic way to make new friends in Newfoundland [illegible] the happy invitation *Have a "Coke"* — an old U.S. [illegible] is much in use the world. It says *Let's be friends* [illegible] to make a new friend. In many lands around the globe, Coca-Co[illegible] has become a symbol [illegible] friendly ways. See Coca-Cola belongs in your home [illegible] and ready for the real refreshment. Get it properly [illegible]

* * *

Coca-Cola is now made in 108 Coca-Cola bottling plants overseas. Each of the [illegible] Coke with pride and skill. Every one of them is [illegible] Coke with pride and skill when Coca-Cola bears [illegible] franchised right to do that is owned and operated [illegible]

"Coke" is Coca-Cola